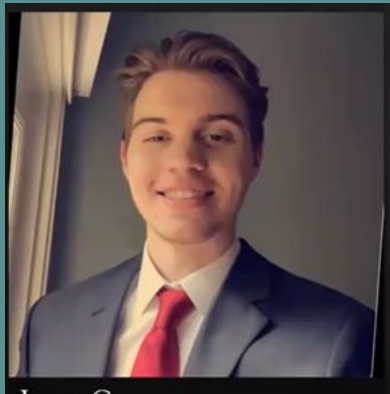


# Week 1-2 Summary and Business Applications

Andrea Spears, Edwin Chen, Olivia Long



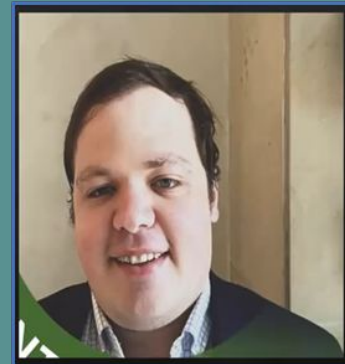
James Casey



Jason Pendley



Jeb Pollite



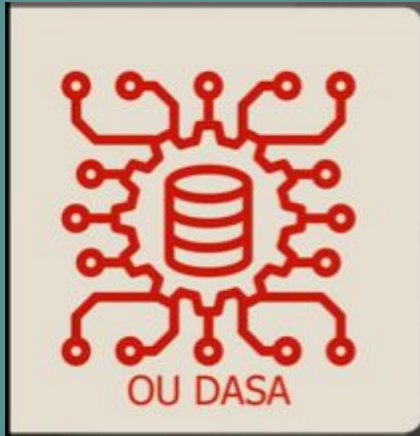
Mary Genis



John James



# Data Analytics Student Association



[illegible]

<https://www.michiganstateuniversityonline.com/resources/business-analytics/what-is-business-analytics/>

# Mega Trends

- Big data
- Mobile Devices
- Social Media
- Cloud Computing
- Internet of Things



<https://www.commbbox.io/digital-customer-communications-8-trends-you-should-look-for-in-2021/>

# Types of Analytics

- Descriptive
- Predictive
- Prescriptive
- Inferential



<http://nextrestaurants.com/restaurant-websites/understanding-utilizing-analytics-improve-restaurants-website/>

# Real World Applications

## COVID-19



# Real World Applications Customer Experience





# Personal Learning Reflection

